

### Amendments to the Claims

1. (Currently Amended) A printing process comprising the steps of:
  - a) providing a clear or translucent coating;
  - b) adding a surface tension lowering additive to the coating;
  - c) printing the coating onto a substrate in a pattern;
  - d) curing the coating by electron beam processing;
  - e) applying an ink over the substrate and the printed coating;
  - f) allowing the ink to flow from the coating pattern areas to the non- pattern areas; and
  - g) allowing the ink to dry in the form of raised profile ridges.
2. (Original) The printing process of claim 1 wherein the coating is printed in a pattern of substantially parallel lines.
3. (Original) The printing process of claim 2 wherein the coating pattern is printed such that non-printed areas remain between the substantially parallel lines of printed coating.
4. (Original) The printing process of claim 2 wherein the ink forms raised ridges oriented along the printed coating pattern.
5. (Original) The printing process of claim 1 wherein the coating is a resin.
6. (Original) The printing process of claim 5 wherein the resin coating is clear.
7. (Original) The printing process of claim 1 wherein the coating is a varnish.
- 8-9. (Cancelled)
10. (Original) The printing process of claim 1 wherein the substrate is a reflective surface.
11. (Original) The printing process of claim 10 wherein the reflective surface is a metallized film.
12. (Original) The printing process of claim 10 wherein the reflective surface is a foil.
13. (Original) The printing process of claim 1 wherein the substrate is a clear film.
14. (Previously Presented) A printing process as claimed in claim 1 wherein the additive is hydroxy-modified polyether silane.
- 15-19. (Cancelled)